

REP HEADLINE# 6270366
*** ORIGINAL REV#0 ***

REP: TEL# 703-516-9399 FAX# 703-516-9680
CREDIT ADVISORY: AGENCY CREDIT RISK !!!
ORDER WORKSHEET HARRIS REPORT FROM REP
AUG9/12 11.28
*** WFLA-TV ***

ADV # ADV. NAME ISS/AIGI

AGY # AGY. NAME MENTZER MEDIA SERVICES, INC.

600 FAIRMOUNT AVENUE, SUITE 306

TOWSON, MD 21286

REP. # OFF. # SALESMAN #

BUYER NAME STEPHANIE KOHLBAUER

SALES PRSN WA- MEGHAN MCGARR (H)

ORDER # CONTRACT # 6270366

CLASS: NATL. LOCAL REGIONAL

PRDCT ACCOUNTABLY GOVRNMT EST#332 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES AUG10/12 AUG14/12 WK-1

CITY TAX STATE TAX CO-OP BILLING NEEDED DATE AUG9/12 11.28

REP: NEW ORDER
TTL \$16,000 @7X
PLEASE CONFIRM
THANKS! BRIAN FOR MEGHAN

CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****

ALL STATIONS USING ELECTRONIC INVOICING - AGENCY IDB #1021
AN ELECTRONIC INV. WEBSITE "EMEDIA TRADE-INVOICING" IS ALSO AVAILBLE
FOR THIS AGENCY. THE IDB# FOR THE WEBSITE IS: EMT12009
IDB #1021 TV INVOICES #9912736

LINE# : REP : CD : TIME PERIOD : LGTH : SEC : RATE : START : END : SPTS : WEEK : DAYS : TOTL :
: LINE# : : : : : : : DATE : DATE : /WK : INVT : : SPTS :

AGENCY ADVERTISER CODE =
AGENCY PRODUCT CODE =
AGENCY EST# = 332

1 530P-600P 30 \$1,000.00 8/10 8/10 1 FRI 1
PROGRAM : 530P NEWS
CON COM1: 530P NEWS

2 1200N-600P 30 \$7,500.00 8/11 8/11 1 SAT 1
PROGRAM : OLYMPIC WEEKEND AFTERN
CON COM1: OLYMPIC WEEKEND AFTERN

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LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
3			700A-900A PROGRAM : TODAY SHOW CON COM1 : TODAY SHOW	30		\$2,000.00	8/13	8/13	1		MON	1
4			500P-530P PROGRAM : 5P NEWS CON COM1 : 5P NEWS	30		\$850.00	8/13	8/13	1		MON	1
5			530P-600P PROGRAM : 530P NEWS CON COM1 : 530P NEWS	30		\$850.00	8/13	8/13	1		MON	1
6			600P-630P PROGRAM : 6P NEWS CON COM1 : 6P NEWS	30		\$2,000.00	8/13	8/13	1		MON	1
7			1100P-1135P PROGRAM : 11P NEWS CON COM1 : 11P NEWS	30		\$1,800.00	8/13	8/13	1		MON	1
AUG/12 16000.00												
CONTRACT TOTAL 16000.00												
TOTAL SPOTS 7												

MARKET TOTALS \$49,690 WFLA 32% WFTS 19% WTSP 12% WTVT 32% WTOG 0% WTTA 0% WMOR 0%
 WMOX 0% WXPX 0% WWSB 5% CABL 0%

SHARES ESTIMATED

SVC- NSI
 DEMOS- RA35+*

Mentzer Media Services
600 Fairmount Avenue
Ste 600
Towson MD 21286

Accountability In Government-Aigi/ Issue
Submission Number 711 Issue 1



WFLA-TV
P.O. Box 1410
Tampa, FL 33601

PHONE (813) 228-8886

Original

Client:	Accountability In Government-Aigi/ Issue	Submission Cost:	16000	Campaign Ref:	E:120809037
Buyer:		Client/Product/Estimate:	././332	Sales Rep:	HRP Washington, DC
Schedule Dates:	08/06/12 to 08/19/12	Weeks:	2	Order Ref:	06270366
Est./PO Number:	06270366	Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No			Business Category:	Transactional

Product:	Accountability Govrnmt	Booking Group:	WFLA	Key Market:	Tampa-St. Petersburg, FL
Demographic:	(L) Household	Order:			

Ref	Sales Product Details	Rev Type	Rate	Spot Type	08/06	08/13	Total	Cost
1	M-F 530p News	03	1000	30	Nbr of Spots	1	1	1000
2	Olympics Summer Daytime WKND Sa-Su	01	7500	30	Nbr of Spots	1	1	7500
3	M-F 7a Today Show	01	2000	30	Nbr of Spots	1	1	2000
4	M-F 5p News	04	850	30	Nbr of Spots	1	1	850
5	M-F 530p News	04	850	30	Nbr of Spots	1	1	850
6	M-F 6p News	02	2000	30	Nbr of Spots	1	1	2000
7	M-Su 11p News	02	1800	30	Nbr of Spots	1	1	1800
Weekly Totals: Total Spots(Ord Spots)					2	5	7	

Grand Totals

		Month 8 Weeks: 4	
Totals		08/06	08/13
Spots	7	2	5
Cost	16000	8500	7500

Grand Totals:

Spots:	7
Gross Total:	16,000.00
Commission:	2,400.00
Net Total:	13,600.00

AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

Station and Location: WFLA-TV	Date: 8/9/12
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I, Lauren Schumacher
do hereby request station time concerning the following issue:

Accountability in Government, Inc

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
	VARIES	8/10 - 8/14			

Total Charges: \$ 16,000.⁰⁰ GROSS

This broadcast time will be used by: Accountability in Government, Inc

Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"

☐ Yes

☐ No

For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the office(s) being sought and the date(s) of the election(s) (if applicable):

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 3)

I represent that the payment for the above described broadcast time has been furnished by:

ACCOUNTABILITY IN GOVERNMENT, INC

and you are authorized to announce the time as paid for by such person or entity. The entity furnishing the payment, if other than an individual person, is:

☒ a corporation; ☐ a committee; ☐ an association; ☐ or other unincorporated group.


The names, offices, and addresses of the chief executive officers, directors, and/or authorized agents of the entity are named below (may be attached separately):

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

I agree to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). For the above-stated broadcast(s), I also agree to prepare a script, transcript, or tape, which will be delivered to the station at least _____ before the time of the scheduled broadcasts.

TO BE SIGNED BY ISSUE ADVERTISER

06-28-12
Date


Signature

352-256-3579
Contact Phone Number

TO BE SIGNED BY STATION REPRESENTATIVE

☐ Accepted

☐ Accepted in Part

☐ Rejected

Signature

Printed Name

Title